



Substitute for form 1449A/PTO				<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>				Application Number	10/766,964
				Filing Date	January 29, 2004
				First Named Inventor	MARGILOFF, William A.
				Group Art Unit	Not yet assigned 2176
				Examiner Name	Not yet assigned
Sheet	1	of	2	Attorney Docket Number	E03.001/U
(use as many sheets as necessary)					

Examiner Signature	Kenney 544	Date Considered	2/20/07
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**\*EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	
HG	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL: < <a href="http://searchenginewatch.com/searchday/article.php/2226141">http://searchenginewatch.com/searchday/article.php/2226141</a> >, 5pgs.	
	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < <a href="http://cyber.law.harvard.edu/people/edelman/ads/gator">http://cyber.law.harvard.edu/people/edelman/ads/gator</a> >, 5pgs.	
	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < <a href="https://adwords.google.com/select/pricing.html">https://adwords.google.com/select/pricing.html</a> >, ©2004 Google, 5pgs.	
HG	4	Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.	

Examiner Signature	Henry Oren	Date Considered	2/20/07
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